

a(functionality at position para- to said first intervening ester bond and a second terminal functionality at a position para- to said second intervening ester bond, wherein at least one functionality selected from the group consisting of said first terminal functionality and said second terminal functionality is other than a polymerizable group;

wherein, when both said first terminal functionality and said second functionality are polymerizable groups, said desired substituent provides sufficient steric hindrance to achieve a nematic state at room temperature while suppressing crystallinity at room temperature.

27. (Amended) A method for producing polymerizable mesogens comprising:

forming a mixture comprising

first phenylene rings comprising a first functional group at a position para-to a second functional group;

second phenylene rings comprising a third functional group at a position para- to a fourth functional group; and

third phenylene rings comprising a desired substituent and comprising a first functionality at a position para- to a second functionality; and

a2 exposing said mixture to conditions effective to react said first functional group and said first functionality, forming a first ester bond between said first phenylene ring and said third phenylene ring, and to react said third functional group and said second functionality forming a second ester bond between said second phenylene ring and said third phenylene ring, thereby producing platform mesogens comprising a first terminal functionality at a position para- to said first ester bond and a second